

Google Patents In-Game Advertising

Targeted advertising reaches new heights as Google files a patent for in-game advertising that could lead to gamers receiving advertising messages tailored to their specific interests and choices.

According to a recent report by WebProNews, Google have filed a patent for an in-game tracking system that monitors players' activity and delivers adverts in accordance with their interests.

For example, in a driving game, the player's choice of car will influence the adverts that appear on-screen during the game – relevant to that make, model, or style of vehicle.

Player preference information will be gathered throughout the progress of the game and will monitor such variables as the player's choice of character and their

strengths. In some cases, players may be asked to offer their feedback, resulting in real-time responses for advertisers.

The potential for this type of advertising is vast. For example, if a player gets deeply involved in the game and ends up playing for a long time, an advert may appear encouraging them to take a food / drink break.

Filing of this patent indicates Google's approach to in-game advertising is multi-layered and will not depend solely on the technology of their recently-acquired AdScope Media.



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